

Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
January 10th, 2013

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on January 10th, 2013 at 2:00 p.m. at the Town Council Chambers, 40 E. Pearl Street, Jackson, WY.

Call to Order/Pronouncement of Quorum

Meeting was called to order at 2:02 by Chairman Price. A quorum was present with Chip Carey, Aaron Pruzan, Ponteir Sackrey, Candra Day, Bruce Grosbety and Mike Geraci, who called in.

Approval of Minutes

A motion was made by Mr. Grosbety to approve the December 13, 2012 minutes. Seconded by Carey, minutes approved.

Voucher Review and Approval

The Board Treasurer, Sackrey presented vouchers #1208-1216 in the amount totaling \$205,439.59. Motion was made to approve, seconded by Mr. Grosbety, motion approved unanimously with no discussion.

Chairman Price asked if there was any public comment to be made on any items not on agenda. There was no comment.

Cactus Presentation/ Winter Results, spring timeline:

Gennifer Hobbs introduced her team from Cactus that included; Norm Shearer, Partner/Creative Director, Jeff Strahl, Assoc. Creative Director, Kate Schmidt, Director of Interactive. Overall, Cactus is pleased with the results they are seeing from the winter campaign. Click thru rate on campaign is steadily improving and now at .15% which is well over benchmark of .07%. The campaign has garnered 44 million paid media impressions and all indicators show this winter campaign will exceed results from last winter in part due to tactically changing media strategy and changing the message. Cactus also presented a Spring timeline for campaign approval.

Edye Smith from Cen Res reported that with the \$200,000 airline buydown funding from the TTB (that has been exhausted), the results have been very strong. They have seen two million dollars in revenue return. Cen Res will now contribute \$150,000 to the airline buy down fund, and the JHMR will contribute to the buy-down, to continue the momentum.

Update on CEC committee/JH Chamber proposal:

Ms. Day provided an update and indicated that she and Mr. Golightly have discussed creating a master timeline. They will have something to present to the board in February. She suggested that any board members interested in the committee or recommendations for the committee make this known. Ms. Sollitt will email board with request.

Events Subcommittee Update on Grant cycle and guidelines:

Guidelines need to be revised and a draft will be presented to board at February meeting. The goal is to have a larger window for submissions and approval. Ideally guidelines will be available to public by end of February, awarded in April, (after spring break), for funded events beginning in the

October.

October Event Update:

Ms. Sackrey informed the board that after placing an ad for the contract position for the production of the October event, they had received many qualified applicants and had narrowed this down to three that have been interviewed. They would like to make a decision fairly quickly so they can move forward with the planning of the event. Day added that an Advisor council had been formed and met once, and will reconvene after hiring the Independent Contractor.

Joint Powers Board Education Committee:

Chairman Price updated the board and indicated that the committee would meet quarterly. The committee members from the County include Mr. Vogelheim, Mr. Ellis and staff, Charlotte Reynolds. From the Town will be Mayor Mark Barron and Mr. Lenz. Several members of the TTB have expressed an interest in this committee too. The first meeting will be to design purpose, schedule and meeting requirements. Day suggested a new name, as doesn't feel the name conveys two directional communication.

Update from Town & County:

No update from the Mayor other than to thank the board for the great job in the advertising as we've seen a rise in sales tax, occupancy and reservations. Commissioner Vogelheim echoed Mayors comments and informed the board that the new liaison is Mr. Ellis. He was appreciative of hard work, particularly in creating synergies with other tourism partners.

Ms. Sollitt provided an update from Charlotte Reynolds. The county is working on an educational brochure as well as decals for equipment. Sollitt will also work with Reynolds and Mr. Geraci on getting the story out to the community. Geraci indicated that systems were being put in place and that a release schedule will be developed next.

Matters from the Board:

Mr. Carey indicated that December was the best December on record for JHMR. Casper lift is overwhelmingly successful. Intent to return scores climbed 12%. Investment from Kemmerer family will pay dividends but won't see full effect for three years.

Ms. Sackrey shared a bit from a survey received from Vail on their ROI for special events. Their events are summer and shoulder, not winter. ROI was \$1million spend, \$74million return. Sackrey would like to set aside money in next years budget to step up our research and get intercept surveys to assure that we are receiving a healthy ROI on our event spending.

Mr. Grosbety updated the board on his recent trip to Cheyenne where he and other WRLA members voiced their view on the recent announcement of a budget cut for State tourism funding. He indicated that his group provided a bit of education to legislators on importance of tourism spending. Mr. Golightly's coverage in the Jackson Hole Daily was also helpful.

Chairman Price again asked for Public comment. There was none.

A motion was made to adjourn meeting, seconded, meeting adjourned, 2:40 p.m.

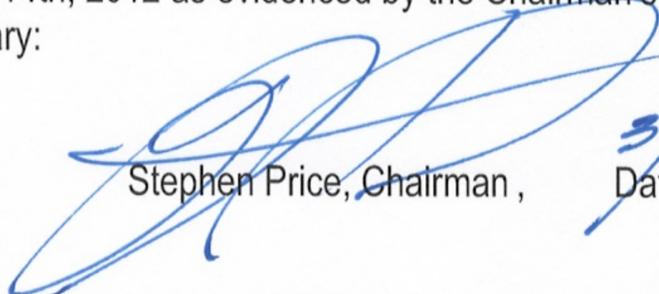
Adjourned

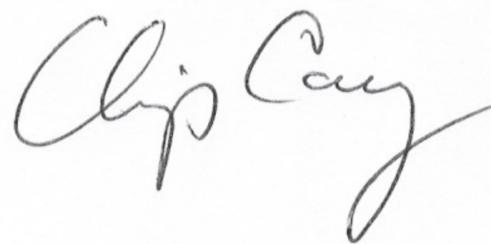
Respectfully Submitted:

Chip Carey, Secretary, Date

Approved by the Board on February 14th, 2012 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested


Stephen Price, Chairman, 3/14
Date

Chip Carey, Secretary, Date
 3/14